


WSPL

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REMOVABLE LABEL TAB

GUIDES AND FOLDERS

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CATALOG NO. 4550L 1/8

Form BC 126

June 1954

#2731

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed August 7, 1972

Call letters W S P L

Station location LaCrosse, Wisconsin

Name of licensee Lee and Associates, Inc.

County Rd. 18, 1.5mi. SE of Hokah, near Hokah, Mn. La Crosse, WI (PH791231CM 3-19-80)
xState Rt. 35, 3 mi. S of city near La Crosse, Wisconsin (PH-1-5-72)
X 2.7 mi. S-SE of La Crosse city limits, La Crosse, Wisc. (PH-3-17-71)
Transmitter location

54601
Main studio location 4th & State Sts., La Crosse, Wisconsin (PH-3-17-71)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div	Period From - To
BPH-6350 HAAT: 470' (h&v)	3-17-71	95.9mc. #240 CP for New FM Station.	ERP: 1kw(h&v) U TPO: 710Watts, (RC)		5-17-71 3-17-72
BPH-6350(1)	5-10-71	Call letters assigned.			
BSCA-1097	8-31-71	Request for SCA on a subcarrier frequency of 67 kilocycles.			
BMPH-13,287(L) HAAT: 900' (H&V)	1-5-72	95.9 MP (BPH-6350) chg. TL. trans., ant., chg. TPO, ERP, HAAT.	ERP: 285w(H&V)		3-17-72
EBSA	5-22-72				
BLH-5378(L)	8-7-72	Lic for New FM Station			12-1-73
BRH-2731	5-20-74	Renewal of License			12-1-76
BRH-2731(S)	1-19-77	Renewal of License			12-1-79
BTC-8429	9-13-77	Vol. TC	EFF:		
BRH790723UE (S)	11-30-79	RENEWAL OF LICENSE			12-1-82
BPH791231CM HAAT: 410' (L)	3-19-80 (H&V)	95.9mhz CP to chg. TL reduce Haat Incre. ERP	ERP: 1.7kw (H&V)	RC	3-19-81

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call W S F L
Letters NEW FM

Name LEE AND ASSOCIATES, INC.
LA CROSSE, WISCONSIN (PO c/o WKTY, Box 1148, La Crosse, Wis. 54601)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-6350 R & F #439122 \$75 PRESS: PN REC'D:	6-12-68 6-28-68 6-28-68 JUL 11 1968 7-25-68	CP for new FM on: 95.9mc #240 ERP:1kw(H&V) HAAT:474.5' TPO:.715kw Trans.:Gates FM-1H; Ant.:Gates FMC-3, 3 secs. TL: 2.7 mi. SSE of city limits of La Crosse, Wis. (RC) SL: 4th & State Sts., La Crosse, Wisc. Atty.: <u>Hallyck & Bernton</u> Engr.: <u>Silliman, Moffet & Kowalski</u>	GRANTED	3-17-71
AMENDMENT R & F PRESS: AUG 13 1968 AMEND. R & F	7-10-68 7-16-68 8-22-68	Re SL at 4th & State Sts., La Crosse, Wisc. Re Sect. III (bank ltr.)		

PETITION FOR WAIVER OF INTERIM POLICY ON MULTIPLE STATION OWNERSHIP filed simultaneously.

1-21-70. Request for WAIVER DENIED by Commission Letter. Application to be considered after

Note: Atty. called 7-9-68 to give address of studio loc.

Doc. 18110.

AMENDED 10-1-68 re Sect. III.

AMENDED 5-9-69 re supplement to IV-A.

2-16-71: PETITION FOR WAIVER OF RULE AND IMMEDIATE GRANT OF APPLICATION FILED BY LEE AND ASSOCIATES, INC.

AMENDED 3-12-71 Community Survey,

APPLICATION RECORD - BROADCASTING

95.9mc.

Call
Letters **W S P L**

Name **Lee and Associates, Inc.**
LaCrosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-1,097 R & F #511101 \$50 CODE: 068 PRESS: 16 JUL 1971	6-23-71 6-28-71 6-28-71	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67 kilocycles.	GRANTED	8-31-71
BMPH-13,287 R & F #012734 \$50 CODE: 061 PRESS: 16 JUL 1971	6-14-71 6-23-71 6-23-71	MP(BPH-6350) chg. trans. loc. to: State Rte. 35, 3 mi. S. of city, near La Crosse, Wisconsin; chg. trans(CCA-FM-1000DS); chg. Ant(Gates-FMC- 1A, 1 sect.(horiz.&vert.); make chgs. in Ant. System(incr. hght); chg. TPO: .934kw; ERP: .234 kw(h&v); & chg. HAAT: 902 ft.(h&v). REQUEST WAIVER OF SECTION 73.315(a), of the Comm. Rules. 43° 42' 32.1" - 91° 12' 16.5" Atty - Lawrence J. Bernard, Jr.(Pierson, Ball, etc.) Engr- Silliman, Moffet & Kowalski	GRANTED	1-5-72
AMENDED	8-25-71	Additional Engineering Statement.		

APPLICATION RECORD - BROADCASTING

Call
Letters **W S P L**

Name **LEE AND ASSOCIATES, INC.**
LaCrosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLH-5378 Rec'd W 032966- \$50.-AC-068 Amended & F PTA PRESS Amended	1-12-72 1-17-72 1-17-72 2-2-72 2-7-72 MAY 9 6 1972 3-20-72	Lic.(BPH-6350, as mod.) for New FM B/c Sta. Atty: Pierson, Ball & Dowd(Lawrence J. Bernard, Jr.) Engr. data statement in re equal employ.	GRANTED	8-7-72
BRH-2731 R & F PN Recd. PRESS	8-18-73 8-22-73 " SEP 4 1973	RENEWAL OF LICENSE	GRANTED	5-20-74
BRH-2731 R & F PN Recd. PRESS	7-15-76 7-23-76 " OCT 12 1976	RENEWAL OF LICENSE	Granted	1-19-77

APPLICATION RECORD - BROADCASTING

FM

95.9mhz

Call
Letters W S P L

Name LEE AND ASSOCIATES, INC.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BTC R-S-F FORM-315 (SEE BTC-8429 Resub. & F FORM 316	6-3-77 6-6-77 AM MKTY) 8/8/77 8/11/77	Voluntary transfer of con rol of lic corp from Herbert H. Lee to Lee and Associates, Inc., Voting Trust (Herbert H. Lee, Trustee)	REF'D (to be filed on-316) GRANTED	8-1-77 9-13-77
BRH790730VW PRESS	OCT 3 1979	Renewal of License	GRANTED	11-30-79
BPH-791231CM PRESS (o)	JAN 31 1980	CP to chg. TL to County Rd. 18, 1.5 miles SE of Hokah, near Hokah, Mn.; reduce HAAT to 413'; incr. ERP: 1.7kW (H&V). (43-44-30 91-18-14) Atty.: none.	GRANTED	3-19-80

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

